

Message Text

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R 212240Z MAR 75

FM SECSTATE WASHDC

TO AMEMBASSY BEIRUT

INFO AMEMBASSY ABU DHABI

AMEMBASSY AMMAN

AMEMBASSY ANKARA

AMEMBASSY BERN

AMEMBASSY CAIRO

AMEMBASSY DAMASCUS

AMEMBASSY DOHA

AMEMBASSY KUWAIT

AMEMBASSY MUSCAT

AMEMBASSY PARIS

AMEMBASSY SANA'A

AMEMBASSY TEHRAN

USMISSION GENEVA

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E.O. 11652: N/A

TAGS: BBAK, BEXP, XF

SUBJECT: EXPO MIDDLE EAST 75: PATENTS INTERNATIONAL

BEIRUT PASS USINT BAGHDAD

1. PATENTS INTERNATIONAL AFFILIATES, NEW YORK BASED
INTERNATIONAL TRADE PROMOTION FIRM, IS ORGANIZING EXPO
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MIDDLE EAST 75, AN INTERNATIONAL JOINT VENTURE EXPOSITION

AND CONFERENCE TO BE HELD IN BEIRUT MAY 21-24, 1975.

2. FOR DOLS 5000 PARTICIPANT IS ENTITLED TO ;RTICIPATION
IN VIP NEGOTIATION SESSIONS; 50 PASSES FOR BUYERS;
EXHIBITION STAND, AND HOTEL ACCOMODATIONS. NEW YORK
HEADQUARTERS OF PATENTS INTERNATIONAL IS 540 MADISON AVENUE,
NEW YORK, NEW YORK 10022. TELEX 22-29-72,CABLE INFORPAT,
NEW YORK. BEIRUT EXPO 75 COORDINATOR IN BEIRUT IS
MISS LEILA JAMAL, L'ORIENT LE JOUR-SERVICE PROMOTION,
TEL 296807,BEIRUT.

3. IN LETTER TO CAGNE, PATENTS INTERNATIONAL REPORTED
THAT EXHIBITION WAS ORGANIZED IN COOPERATION WITH LEBANESE
CHAMBER OF COMMERCE AND INDUSTRY, MIDDLE EAST AIRLINES,
COMPAGNIE FRANCAISE D'EDITION, AND DARWEL S.A. (SWITZERLAND)
IN COOPERATION WITH THE SWISS OFFICE OF COMMERCIAL
EXPANSION. PATENTS INTERNATIONAL ALSO ASSERTS THAT THE

LEBANESE MINISTRY OF FOREIGN AFFAIRS HAS PLEDGED FULL
COOPERATION AND ASSISTANCE. PATENTS INTERNATIONAL EXPECTS
500 VIP PARTICIPANT, AND 2000 REPRESENTATIVES FROM
MIDEASTERN COUNTRIES TO ATTEND.

4. ALVIN M. ISAACS, PATENTS V.P., ACKNOWLEDGED IN TELCO.
THAT PATENT INTERNATIONAL'S PRIOR EFFORT, PATEXPO, WHICH
TOOK PLACE IN TEHRAN IN JUNE 74 HAD BEEN CRITICIZED FOR
POOR ORGANIZATION IN THE HOST COUNTRY AND INSUFFICIENT
PROMOTIONAL EFFORTS TO ATTRACT AN ADEQUATE BUYER AUDIENCE.
HE SAID HOWEVER THAT PATENTS INTERNATIONAL HAD TAKEN INTO
ACCOUNT THE LESSONS IN ORGANIZATION PROVIDED BY THIS
EXPERIENCE.

5. SINCE WE HAVE HAD SEVERAL INQUIRIES FROM BUSINESS
SECTOR, WOULD APPRECIATE COMMENTS FROM BEIRUT ON EXTENT OF
PREPARATIONS FOR EXPO MIDDLE EAST 75. ANY INFO ADDRESSEE
COMMENTS ON BUSINESS ACTIVITIES OF PATENTS INTERNATIONAL
PRESIDENT AND VICE PRESIDENT SHASOUCE (SIC) GEORGE H.
KHELLA, SAID TO BE AMERICAN CITIZEN OF EGYPTIAN ORIGIN
ALSO WELCOME. INGERSOLL

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